

GOWD News You Can Use

November 15, 2010

Volume 1, Issue 1

GOWD Publishes First Monthly Newsletter



The purpose of this newsletter is to provide the Workforce Development Councils of Alabama (WDCA) with the latest news from the Governor's Office of Workforce Development. We hope the newsletter will facilitate better communication on topics of

interest to the regional councils and partner agencies.

The newsletter will be distributed by the 15th of each month. Please forward to everyone on your distribution lists.

We would also like to include updates, articles, and other submissions from the regional councils to highlight in the newsletter.

Please submit topics for inclusion to Sarah Horton, sarah.horton@dpe.edu, no later than the last work day of each month.

Enjoy!

Important Dates:

- Applications for Funding due to GOWD January 5, 2011.
- The State Proposal Review Committee (PRC) will meet January 19, 2011 in Montgomery.
- The State Workforce Planning Council (SWPC) will meet February 2, 2011.

Past WDCA Chairs Recognized at the 2010 AL Workforce Development Conference.

The past chairs of the WDCA were presented commendations by Governor Bob Riley at the 2010 Alabama Workforce Development Conference October 27-29, in Birmingham.

The Governor thanked each chair for their vision, leadership, understand-

ing of industry needs, and commitment to the economic future of the region, and for their outstanding service as Council chair.

Several pictures of the chairs receiving their commendations are included in this edition. Check back next month for more!



Governor Bob Riley speaks at the 2010 AL Workforce Development Conference.

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Spotlight on Alabama Construction Recruitment Institute

*"I'm not an economist. But there doesn't seem to be any disagreement on the rate of which skilled workers are retiring," says **Mike Rowe**.*

"Long term, I'm comfortable saying construction can't stop. Farming can't stop."



Go Build Alabama

ACRI launched the Go Build Alabama campaign on Labor Day. The program is designed to communicate the opportunities in construction and to improve the image of craft professional careers.

Mike Rowe, of TV's Dirty Jobs, has partnered with the campaign and is featured in a variety of television commercials. All of the marketing efforts are designed to drive traffic to the Go Build Alabama website. On the website, individuals can learn

more about the industry, trade careers, and training. Also, they can register for the site to customize reports, build a resume, and have their information forwarded to training providers and employers.

November will be a busy month for the campaign as we work toward one of our peak periods surrounding the Iron Bowl. You will see a new Mike Rowe spot that was created for use during the Iron Bowl.

Check out the website at www.gobuildalabama.com.

Second Round of Funding Announced

GOWD has announced a second round of funding for workforce development activities. Applications for funding will be due to GOWD no later than January 5, 2011.

Please check with your local WDCA for their

application deadlines.

The SWPC will meet February 2, 2011 to approve applications for funding as recommended by the State Proposal Review Committee.

For more information, please visit our website, www.owd.alabama.gov.



Governor Bob Riley, Terry Waters (Region 3), and Dr. Matthew Hughes

DOL Community College Grants Available

The grant program will provide \$500 million per year over the next four years to help eligible institutions of higher education expand their capacity to meet the skill needs of local or regional industries while increasing attainment of college degrees and other industry-recognized credentials.

Grants will be made avail-

able both to individual institutions of higher education and to consortia of such institutions, with at least some funding reserved for consortia that partner across entire communities, regions, states or industry sectors.

Grants for individual institutions can range from \$2.5 million to \$5 million, while grants for consortia will

range from \$2.5 million to \$20 million.

Successful applicants must engage at least one employer in grant activities, and DOL is strongly encouraging applicants to partner with community-based organizations and the public workforce system to implement innovative activities that contribute to sustainability and success.

WorkKeys and Career Ready Alabama



Brief History

In 2006, the State Workforce Planning Council endorsed WorkKeys as the credentialing assessment for the State of Alabama. Our program—Career Ready Alabama—offers Career Readiness Certificates (CRC), job profiling, and

free online training.

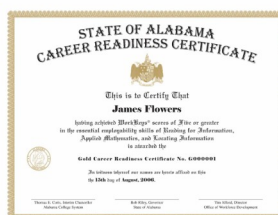
CRCs show the WorkKeys level attained in Applied Mathematics, Locating Information and Reading for Information.

There are four types of CRCs issued in Alabama: Bronze (scores of 3 or higher), Silver (scores of 4 or higher), Gold (scores of 5 or higher) and Platinum (scores of 6 or higher).

Over the past four years, we have issued over 30,950 Career Readiness Certi-

cates and provided free training for thousands of Alabama citizens.

For more information, please visit our website, careerreadyalabama.com.



Governor Bob Riley, Bob Higgins (Region 9), and Dr. Matthew Hughes



Governor Bob Riley, Connie Bainbridge (Region 7), and Dr. Matthew Hughes

IWTP—Incumbent Worker Training Program

The Alabama Incumbent Worker Training Program (IWTP) is designed to help existing businesses avert layoffs, reduce turnover, and become more competitive by providing skills upgrade training for employees.

The IWTP is funded by state

allocations and the federal Workforce Investment Act (WIA).

Alabama's IWTP funds are aimed at:

- upgrading skills training of full-time company employees;
- increasing employee

wages; and

- promoting business retention and competitiveness efforts.

Applications are due to GOWD by February 28, 2011. Please visit our website, owd.alabama.gov for more information.

The ABC's of GOWD, or What in the World Does THAT Mean?

Have you ever been in a meeting and not understood all the acronyms and abbreviations used? You are not alone!

The November spotlight in the 2011 Workforce Development Calendar are the ABC's of GOWD!

Here are a few for you to review and learn.

ACCS—Alabama Community College System

ACRI—Alabama Construction Recruitment Institute

AJL—Alabama Job Link

ATN—Alabama Technology Network

CRC—Career Readiness Certificate

CTE—Career Technical Education

IWTP—Incumbent Worker Training Program

LMI—Labor Market Information

NEG—National Emergency Grant

OJT—On the Job Training

WIA—Workforce Investment Act



Governor Bob Riley, Tucson Roberts (Region 10), and Dr. Matthew Hughes

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Efficient,
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Upcoming WDCA Meetings

Region 1—December 1, Russellville
Region 2— January 26, Hanceville
Region 3—December 9, Tuscaloosa
Region 4—November 19, Clanton
Region 5—December 14, Talladega
Region 6—December 9, Demopolis
Region 7—December 9, Montgomery
Region 8—December 15, Opelika
Region 9—December 8, Mobile
Region 10—November 30, Dothan

New 2010-2011 WDCA Officers Elected

Region 1

Chair – Liz Anderson, Shoals EDA

Vice Chair – David Hall, Hamilton Chamber of Commerce

Secretary – Keith Jones, NA-COLG

Vice Chair – Ronnelle Stewart, Brookwood Medical Center

Secretary – Angie Jennings, Servis First Bank

Secretary – Connie Bainbridge, Prattville Chamber of Commerce

Region 2

Chair – Mary Ila Ward, Morgan County EDA

Vice Chair – Dale Greer, Cullman County EDA

Secretary – Lucia Cape, Huntsville Chamber

Region 5

Chair – Tim McCartney, McCartney Construction

Vice Chair – Margaret Higgins, Higgins Embroidery

Secretary – Deverick Williams, Bridgewater Interiors, LLC

Region 8

Chair – Jay Harris, Donaldson Company

Vice Chair – Kimberly Couch, Hoerbiger

Secretary – Mariele Fisher, City of Auburn

Region 6

Chair – Chuck Smith, Rock-Tenn

Vice Chair – Wayne Vardaman, Selma EDA

Secretary – John Clyde Riggs, Alabama-Tombigbee Regional Commission

Region 9

Chair – Owen Bailey, Infirmary Health Systems

Vice Chair – Chester Vrocher, Boise, Inc

Secretary – Sam Covert, Alabama Power

Region 3

Chair – Joseph Brown, Alabama Power

Vice Chair – Joe Patton, Westervelt Company

Secretary – Robert Lake, West AL Regional Commission

Region 7

Chair – Patricia Adams, Hyundai

Vice Chair – Bart Leswick, Central AL Electric Cooperative

Region 10

Chair – Steve Turkoski, Dothan Area Chamber of Commerce

Vice Chair – Frank Thompson,

Secretary – Les Moreland,

